

# Idaho Trade Token Newsletter

Boise, Idaho

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## News

As I have done for the past few years, I will try to have the July ITTN ready to go in the mail with the special Boise River Festival postal cancellation. The Postal Service has a kiosk with a special cancellation for each of the four days of the River Festival. They sell sets of four cancellations for about \$2.00, so if you want a set, let me know in advance.

Bill Gleixner e-mailed me about a new carwash token from the Like Nu-Look car wash on State Street in Boise. He said they also had one from their Garden City location and perhaps others. I drove by today and their reader board says "New Tokens issued May 21". If anyone is interested in obtaining some, let Bill or me know.

## Who Knows Where?

Does anyone have this token which was in a 1985 Michael Shong mail bid sale in ATCO? BORO & GIOVANNI / KELLOGG, / IDAHO // GOOD FOR / 5¢ / IN TRADE 21mm rd br

How about #J-3 from Schell's book? THE RACKET / E. G. GAUSS, / PROP. / JEROME, IDAHO. // GOOD FOR / 5¢ / IN TRADE 25mm rd al

## Al Berro

On March 25, 1999, Albert Ramon Berrojalbiz died in Boise at the age of 81. He was born in Jordan Valley, Oregon but left as a teen-ager to go to barber school in Portland. He married Marguerite Madarieta in 1941, worked in the Portland shipyards during the war, and learned to box. After the war, Al moved to Boise and bought the Modern Barber Shop, 711 Main Street, from James W. Cooper and Marinus Hatch. As a middleweight boxer, Al became known as the "Basque Puma", knocking out three heavyweights during his career. He set up a gym in the hotel across the street, upstairs above the Pastime at 712½ Main. There Al

worked with many young boxers, including title contenders George Logan and Roque Maravilla. In later years he worked with Joey and Kenny Keene from Emmett. Al was promoter at the first paid public event at the Boise State University Pavillion



Berro bought an interest in the Bouquet Cigar Store with Robert King and John Kallas, becoming sole owner in 1955. As discussed in the March, 1997 issue of this newsletter, the Bouquet retained its character until 1976 when it became a victim of Boise's urban renewal. The Idaho

Statesman photo is from June, 1976. The sign which once hung over the door at 821 Main Street is being moved to the Historical Society collection at the old Penitentiary. At the time, there were plans for it to grace a restaurant there, but I have heard nothing more of it.

It is pretty certain that Al Berro continued a tradition of ordering a minimum order of new tokens for use at his bar and card tables whenever the supply ran low. To date I have catalogued 44 varieties from this business. BOUQUET CIGAR STORE is on 37 varieties, and the others have a mixture of just BOUQUET, BOQUET CIGAR STORE, or BOQUET. They are in a mixture of brass, aluminum, and zinc (from WWII) and are almost all good for 5¢ or 25¢. One lone \$1.00 variety just says 821. Just because Bouquet tokens are plentiful, making it the most common Idaho token-issuing business, don't assume that all varieties are common. Kendall Ballard who has done extensive work collecting the varieties of the Bouquet token has several that I have not seen in other collections.



Even though the original Bouquet was torn down, Al Berro's legacy lives on in the "New" Bouquet at 1010 Main Street in Boise. The old Bouquet backbar and contemporary examples of the woodworker's art were incorporated into an elegant spot for wining, dining, and entertainment

### **A Tribute to John Gold** by Dean Rasmussen

When I first started collecting tokens in 1988 I began following up on leads around my local area. Within the first year or so of doing this, I met 5 or 6 people who had already been contacted by John Gold about trade tokens. Each of those people without exception spoke very highly of John and how much they had enjoyed visiting with him. The other tokens collectors that I met also spoke of John, not only of the great collection of rare tokens he had collected, but they also spoke of what a nice person he was. I've asked some of the "old time" collectors who knew John to submit some of their recollections of him and I also interviewed his wife Lila who is truly one of the nicest people I've met. My thanks to all of them.



John Gold was born January 3, 1934 in Culver City, California to John "Harry" and Theresa Gold. His family moved to Salt Lake City when he was two years old and that is where John grew up and received his education. After high school John trained as a journeyman diesel mechanic which he was soon able to put to good use. John was called on a Mormon mission to New Zealand and while there was put in charge of keeping all the heavy equipment running during the building of the Mormon temple in New Zealand.

After his mission John went to work for Ringsby Truck Lines in Salt Lake City. He met and married Lila Holt in Spanish Fork, Utah; shortly after their marriage they moved to Oakley, Idaho where John was the manager for the Large W. B. Whitely Service garage in Oakley. Lila was kept busy raising a young family, a son and two daughters.

In 1964 John and Lila left Oakley and moved to St. Anthony, Idaho where John went to work for the Farm Bureau Insurance Company. His outgoing personality and his ability to visit easily with people served him well as he soon became one of the top salesmen and eventually became the Pocatello Regional Manager for the Farm Bureau. While out visiting with clients in the small communities around the area, John began to develop an interest in the history of

the communities he was visiting. Around 1965 John met Kendall Ballard who was also interested in local history and was an Idaho token collector. They knew each other for a number of years, and sometime around 1975 John also became interested in tokens. Exactly when and where he found his first token is not known, but the fever had begun!

John Mutch wrote that "John Gold was one of the first collectors I knew to really go out and 'beat the bushes' for tokens. He came up with some really wonderful tokens by following up on leads he got by visiting with people about tokens. I can see why, as John was a great person to talk with. He was enthusiastic, supportive, and showed a real interest in whatever the conversation was."

Kendall Ballard, when asked to supply some information about John, started by titling his note "John Gold – My Friend" which I think speaks volumes about their relationship. Kendall goes on to say "John was not only the top salesman in his company, he was also a relentless token hunter. John, in a few years, assembled a collection of many tokens that had not been discovered before or since. John would drop by and say let's go to a token show in Denver, Salt Lake, or Seattle and wouldn't take no for an answer, so off we would go."

Mike Fritz recalled his first "Great Token Trip" around Idaho in the late 1970s. He says "Upon meeting Kendall, I believe I stayed the night at his house and that he wanted me to meet another new collector, John Gold. I stayed the next night at John's house trading tokens and swapping stories." Mike said "John always liked to share his knowledge and displayed his Olympic Commemorative coins at the local coin shows." Lila, as well as Kendall, also mentioned John's Olympic coin collection and Lila noted that he won many "Best of Show" awards with his displays. Kendall also mentioned that John had assembled a type set of all known world chopped crowns except for one.

Greg Manos wrote "John Gold was the first 'big time' token collector that I had encountered back in the 1970s. I was soon amazed to find that John had specimens of many of the tokens I had only seen pictures of. Almost every time I saw him, he would pull yet another amazing token out of his pocket. Sometimes it would be an Idaho saloon, a ghost town, a rare town such as Heise Hot Springs, or a rare Pocatello token. I was into metal detecting at the time and just collecting Pocatello tokens. John showed me numerous fantastic pieces which sparked my interest in tokens from all over Idaho. Many enjoyable times were spent listening to John talk about token finds and token history."

John Mutch wrote "John perfected a method of making impressions by folding a slip of blue paper around a token, and then squeezing the paper against the token in some sort of press. They made much more accurate images than did pencil rubbings. He was always sending me an envelope of his latest finds or leads for cataloguing purposes."

Lila also talked of John's friendship with Dr. Jim Hansen in Salt Lake City, who was also a big token collector. John would often visit with Dr. Hansen or call him to discuss tokens. They had an arrangement whereby whenever John would call, he was to say "This is Dr. Gold calling for Dr. Hansen" and the receptionist would put the call through immediately.

Lila also recalled an experience that showed John's devotion to token collecting. One Sunday afternoon John asked his young son what he thought he was supposed to do on Sunday afternoons. His son answered quite seriously "Sit on our beds and play with our tokens."



Kendall also mentioned that John was a stern trader but was generous to collectors who were just starting. Kendall says "I still like to pick up a token or two that John traded me and reminisce of the events that brought about the trades."

John Gold died unexpectedly in his sleep on November 17, 1986 at the age of 52. He is buried in the St. Anthony cemetery although Lila thinks that John is still mad at her for burying him there since he wanted to be buried in Oakley. Lila envisions John and Dr. Hansen, who has also passed

away, up in heaven swapping token stories. Mike added this about John, "It was a sad day when Kendall called me to tell of John's passing. The Idaho collecting community lost a true friend." John Mutch also said this, "It was a real shock to hear of John's death. I was in the area on business and was able to attend his funeral, where the final tributes paid to this real gentleman were truly moving. One person there said 'John's mission was to do good - and to do as much good as he possibly could.'"

A few years ago Lila sold John's token collection to a coin dealer and friend in Salt Lake City. Lila says she anguished a long time over whether to sell the collection. She eventually sold it to help one of her sons with the adoption of a child. She feels that John would understand her reasons for doing so. The tears she shed while talking of selling John's token collection showed me how hard it had been for her to sell something that John loved so much.

I wish I could have known him. Dean Rasmussen

(The picture above was taken at a Coeur d'Alene Coin Club show. Mike Fritz, Gene Kirschten, John Gold, Irene Alexander and her husband who is seated, Kendall Ballard, and Jack Burton)

## WALLACE

Plans are well underway for our third summer get-together. Those who have attended the Boise Basin meeting in 1997 and/or the Salmon one in 1998 know that we will have a good time. Here's the plan: make your reservations now at the Best Western Wallace Inn [1-800-NHDA-FUN] for the nights of Friday and Saturday, July 23 and 24, 1999. Mention the Idaho Token Collectors Group when making your reservation for a \$64 rate. As an alternative, Dick Magnuson suggests the Stardust Motel about 5 blocks away. It is owned by the same company [use the same 800 number] and has a \$40 rate for us. Their business card is enclosed. We will have a dinner at the Wallace Inn starting at about 7 p.m. on Friday. Ask at the front desk for directions to our room. After dinner we will adjourn to a conference room. Dick has arranged so we can trade tokens and visit into the evening.

Saturday morning we will meet for breakfast then start on a trip up the canyon to Burke, back to Wallace, over the pass to Murray and Pritchard, then back to Wallace. Along the way we will stop at the mining museum in Wallace. Mike Fritz is putting together a general information packet for those who want to attend. Drop Mike a note via e-mail or to P. O. Box 160, Rathdrum, ID 83858 if you plan to attend. Saturday evening we will again meet at the Wallace Inn to conclude those tough trades.

## Blackfoot Mercantile Company

Myron Curtis asked me to add Leo Wallace of Blackfoot to the distribution list for the ITTN, and he immediately obliged by providing the following article to which I have added a bit from my research. Leo has been involved with the history of his town for about 15 years, having worked on the Bingham County history books and other works on the histories of Blackfoot homes and buildings. His collecting interests include almost everything from Blackfoot.

The store building at 126 West Bridge Street in Blackfoot, Idaho was built in 1908 by the Shelley Mercantile group. In 1911, the Blackfoot Mercantile Company took over the space and operated there until 1939. From 1931 to 1939 the store was an outlet of the Salt Lake City based Zions Cooperative Mercantile Institution, but it retained the Blackfoot Mercantile Co. name until the J. C. Penney Company opened in 1939. In 1987 Penney's closed and Rocky Moldenhauer's M & H Office Supply opened there. In 1992 Z.C.M.I. presented a plaque to Moldenhauer in honor of a business that continues to occupy the same building as when Z.C.M.I. was there.

While J. C. Penney first occupied the building, the upstairs was known as the Progress Hall. The L. D. S. Church used this hall for a few years while saving money to build a new building. Also, it was used by the Knights of Columbus for meetings and 50¢ admission dances every Saturday evening. The basement was used as Maxie's Chuck Wagon Lounge and Cafe. In the later years, Penney's occupied the entire building.

John F. Shelley homesteaded land that would become the town of Shelley. In 1893 a post office was established there and soon he built a grist mill and store which was to become the Shelley Mercantile Company. With some financial backing from Lorenzo R. Thomas, past manager of the Rexburg Mercantile Co. and member of the Idaho Legislature, the company branched out to Blackfoot in 1906, and to Basalt in 1911. James Duckworth was born November 10, 1865 in England and accompanied his mother to Utah in 1880. Peter Green Johnson was born August 15, 1864 in the Orkney Islands, coming to Utah in 1884. The two went into the sheep business in 1887, later becoming brothers-in-law when Johnson married Alice Duckworth. They lived in Salt Lake City, but ranged sheep in Idaho. Johnson moved to Blackfoot in 1902 and Duckworth followed in 1907, both having become stockholders in the Shelley Mercantile Company.

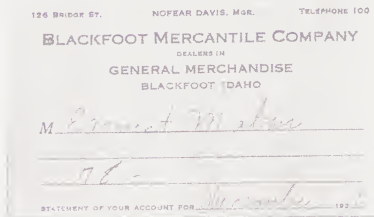
Nofear Davis was born at Montpelier, Idaho on March 13, 1866. After working for a time at a store in Arizona, he moved to Basalt, Idaho and opened a general store of his own in 1904. In 1906 he moved to Blackfoot as manager of the newly-opened branch of the Shelley Mercantile Co., overseeing construction of the new store at 126 West Bridge Street.

Duckworth, Johnson, and Davis, bought the Shelley Mercantile branch at Blackfoot and incorporated the Blackfoot Mercantile Company on June 6, 1911. James Duckworth was President and Nofear Davis was treasurer and manager. The next year William Henry Snyder joined the company. He had married Ann, another sister of James Duckworth. These men and John C. Millick and George A. Anderson organized the Blackfoot City Bank in July, 1916. During their careers the founders of the Blackfoot Mercantile held many high positions in the community and L. D. S. Church: James Duckworth was L.D.S. Stake President for 30 years, Peter Johnston was Registrar of the U. S. Land Office, Bishop of the Blackfoot L. D. S. Ward, and State Representative from 1907 - 1923, including a



term as Speaker of the House, and Nofear Davis was Counselor to the L. D. S. Stake Presidency, School Board Chairman, and County Republican Party Chairman.

The corporate charter of the mercantile company was forfeited in 1949 after the deaths of Peter Johnson in 1931, Nofear Davis in 1935, William Henry Snyder in 1946, and James Duckworth in 1947.



Artifacts from this business include a 1912 calendar plate "Compliments of the Blackfoot Mercantile Company" with an Indian maiden shucking corn, bill receipts, and two 5¢ to \$1 sets of brass octagonal tokens. The two varieties of token are very similar, differing mainly in the size of lettering on the obverse. All of the token varieties are known to me in three or fewer examples.



#BL-17(A): city/state in smaller letters



#BL-17(H) : city/state in larger letters

### Felt Merc. Co.

For many years I have wanted to give this scratched-up 21mm aluminum maverick an Idaho home: IT PAYS / TO TRADE / AT / THE FELT / MERC. CO. We know of tokens from C. W. Felt, Inc. / Nezperce [the official company name was the Felt Merc. Co. Ltd.], and I have found directory listings for the Felt Merc.

Co. in both Nez Perce and Winona. Curry Felt had connections with the Motter-Wheeler company which was headquartered in St. Joseph, MO and had branches in Moscow and Boise. The token looks like many from northern Idaho, so I am hopeful of someday finding a newspaper ad for the business with the "It pays to trade at..." slogan.



On the other side of the state, north of Tetonia, is the small community of Felt. At one time there was a Felt Mercantile Company store there. Have any of you seen a token similar to this one? If so, please let me know so we can compare notes!

Best regards,

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